

Application Serial No. 10/006,733  
In reply to Office Action of 31 October 2007

Attorney Docket No. 83042

**AMENDMENTS TO THE CLAIMS**

This listing of claims will replace all prior versions, and listings, of claims in the application:

**Listing of Claims**

1. (canceled).
2. (canceled).
3. (previously presented): A business development process for an organization utilizing a business development database comprising the steps of:

collecting data for ideas from a plurality of sources;

identifying core equities of the organization;

filtering said collected idea data by identifying potential business opportunities as those collected ideas that fall within the identified core equities;

performing an opportunity analysis on said identified potential business opportunities to determine valid business opportunities, wherein said step of

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performing an opportunity analysis includes the steps  
of:

grading strengths and weaknesses of the identified  
potential business opportunity, said grading occurring  
in areas of the market, economics, competitive  
advantage, the team, and potential flaws, each area  
including plural criteria and high/low attractive  
assessments for each;

entering project identifying information into a computer  
for creating a master form;

automatically summarizing graded areas on the master form;

archiving opportunities having an overall low attractive  
summarized score; and

forwarding identified potential business opportunities  
having an overall high attractive summarized score as  
valid business opportunities;

committing resources to said valid business opportunities;

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developing a business proposal for said valid business  
opportunities;

submitting said developed business proposal to a potential  
buyer of said valid business opportunity;

determining if submission of said developed business  
proposal is a success; and

executing said business opportunity upon determining that  
the submission is a success.

4. (original): The process according to claim 3 further comprising the step of representing each area by a separate electronic worksheet wherein the step of grading includes assigning a numeric value to each criteria according to the project parameters, computing a score for that worksheet and transferring the computed score to the master form.

5. (original): The process according to claim 4 wherein market criteria include customers, user benefits, value added, product life, timing, market structure, funding potential, and potential market share.

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6. (original): The process according to claim 5 wherein economic criteria include time to break even, return on investment potential, capital requirements, impact on staffing, room for error, and funding structure.

7. (original): The process according to claim 5 wherein competitive advantage criteria include fixed and variable costs; control over costs; prices and distribution; barriers to entry by proprietary protection, lead time, legal and contractual issues, availability of contacts and networks, availability of key people, specialized criteria for an applicable industry; and a level of technology and concept.

8. (original): The process according to claim 5 wherein team criteria include having an entrepreneurial team, any industry or technical experience, integrity, intellectual honesty, and stress tolerance.

9. (original): The process according to claim 5 wherein potential flaw criteria include real customer, under promise - over deliver, a right corporate culture, a motivated team with correct skills, a correct market, confidence, engineering of product, stress tested properly, good subcontracting suppliers, trying to do too much, an experienced team, right location,

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price in line with competition, market window, competition, authority to act given to team, project within Code of Federal Regulations, a contractually fixed price, funding available prior to work startup, and available resources.

10. (Canceled).

11. (previously presented): A business development process for an organization utilizing a business development database comprising the steps of:

collecting data for ideas from a plurality of sources;

identifying core equities of the organization;

filtering said collected idea data by identifying potential business opportunities as those collected ideas that fall within the identified core equities;

performing an opportunity analysis on said identified potential business opportunities to determine valid business opportunities;

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wherein said step of performing an opportunity analysis  
further comprises conducting a risk and reward  
assessment step including:

developing risk benchmark values for a combined plurality  
of risk criteria including new product, new customer,  
cooperative existing customer, team, time to meet  
milestone and deliverables, funding limited, customer  
pain, and internal process;

identifying a risk factor in relation to said risk  
benchmark value for each of said plurality of risk  
criteria;

developing reward benchmark values from a combined  
plurality of reward criteria including sustains/grows  
core equity, addresses critical need, new business  
development, competitive advantage, increase market  
share, and increase professional reputation;

identifying a reward factor in relation to the reward  
benchmark value for each of the plurality of reward  
criteria;

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automatically updating a master sheet with calculated risk  
and reward factors; and

performing a final assessment of said valid business  
opportunities based on said master sheet for an action  
selected from the group consisting of GO, NO GO, and  
MAYBE;

committing resources to said finally assessed valid  
business opportunities having an action indicated as  
GO;

developing a business proposal for said valid business  
opportunities;

submitting said developed business proposal to a potential  
buyer of said valid business opportunity;

determining if submission of said developed business  
proposal is a success; and

executing said business opportunity upon determining that  
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12. (original): The process according to claim 11 wherein the final assessment action of "GO" is followed by the steps of:

identifying a potential customer;

establishing a rapport with the identified potential customer;

logging customer information into the database;

isolating problems and priorities in connection with the identified customer; and

installing a capture team and a lead for the capture team for the identified customer.

13. (currently amended): ~~The~~ A business development process according to claim 1 for an organization utilizing a business development database comprising the steps of:

collecting data for ideas from a plurality of sources;

identifying core equities of the organization;



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filtering said collected idea data by identifying potential  
business opportunities as those collected ideas that  
fall within the identified core equities;

performing an opportunity analysis on said identified  
potential business opportunities to determine valid  
business opportunities;

committing resources to said valid business opportunities;

developing a business proposal for said valid business  
opportunities;

submitting said developed business proposal to a potential  
buyer of said valid business opportunity;

determining if submission of said developed business  
proposal is a success; and

executing said business opportunity upon determining that  
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wherein said step of committing resources includes the steps of:

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conducting meetings to determine availability of resources;

rendering a decision on one of an action to commit

resources, not to commit resources, and maybe commit  
resources;

adding relevant information to said business development

database, providing feedback to a capture team and  
archiving unused data if a decision not to commit  
resources is made;

returning opportunity to the capture team if a decision to  
maybe commit resources is made;

completing a task sheet requesting support;

forwarding the completed task sheet to a selected company  
division; and

completing a capture plan in said business development  
database.

14. (original): The process according to claim 13 wherein said  
task sheet includes identifying information about a contact,  
actions logged into said business development database, request

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being made, additional information and guidance, resources required, and requested due date.

15. (original): The process according to claim 14 wherein said step of completing a capture plan includes entering information into capture plan worksheets, said capture plan worksheets containing information related to: the buyer's need; the buyers; the internal capture team; information required about the need; information required about the buyer; information required about the money available; information required on the competition; the abilities of the competition; internal investment required; internal return on investment; the response to the need; the best sales argument; key and ghosting discriminators; return on investment analysis; the team; salespersons for each buyer; pre-selling contact plan; potential questions, objections and responses; several appropriate closing proposal approaches; and elements of the sales presentation.

16. (currently amended): The A business development process according to claim 1 for an organization utilizing a business development database comprising the steps of:

collecting data for ideas from a plurality of sources;

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identifying core equities of the organization;

filtering said collected idea data by identifying potential  
business opportunities as those collected ideas that  
fall within the identified core equities;

performing an opportunity analysis on said identified  
potential business opportunities to determine valid  
business opportunities;

committing resources to said valid business opportunities;

developing a business proposal for said valid business  
opportunities;

submitting said developed business proposal to a potential  
buyer of said valid business opportunity;

determining if submission of said developed business  
proposal is a success; and

executing said business opportunity upon determining that  
the submission is a success;

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wherein said step of developing a proposal includes further steps of:

assigning a proposal number in said business development database;

completing a modular proposal process; and

performing a final review of the modular proposal to produce a final proposal.

17. (original): The process according to claim 16 wherein said modular proposal process includes the steps of:

evaluating customer knowledge;

reviewing evaluation criteria;

identifying strengths, weaknesses, opportunities, and threats;

proposing a winning strategy;

developing organization and content of the proposal;

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outlining sections of the proposal;

reviewing product designs;

identifying section strategies;

building compliance sheets;

assembling storyboards from section strategies, compliance  
sheets, and section outlines;

conducting a storyboard wall review from said storyboards;

drafting topics for discussion with a customer;

introducing an early review of drafted topics by an early  
review team including a mock customer;

conducting a wall review of the drafted topics;

editing the drafted topics;

conducting a wall review for proofing;

conducting a wall review with the early review team;

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performing a final review; and

generating a final proposal.

18. (canceled).